

COMMUNICATION OFFICER ROLE

Role Summary

The Communication Officer Role consists of two grade levels (13 and 14). Incumbents are responsible for developing and implementing communications to ensure a positive perception of the department. Work ranges from the review and editing of key department documents, development and implementation of programs that foster positive contact with the department, and active involvement with customers to managing communication activities by creating strategic communication plans, drafting and/or developing department policies and procedures, and recommending new department information services. Primary contacts are with department management, legislature, media representatives, other state agencies, and internal/external customers.

Working Conditions

Periods of high stress, often weeks at a time, working under pressure of critical projects with hard deadlines. Mental stress is encountered as a result of critical deadlines, the technical nature of the work, and the significance of decisions made.

Education and Experience

- Grade 13: competencies and degrees of proficiency are typically acquired through a combination of education and experience equivalent to a bachelor's degree in public relations, communications, journalism, or closely related field and two years of experience in the public relations field. Other combinations of education and experience will be evaluated on an individual basis.
- Grade 14: competencies and degrees of proficiency are typically acquired through a combination of education and experience equivalent to a bachelor's degree in public relations, communications, journalism, or closely related field and four years of experience in the public relations field. Other combinations of education and experience will be evaluated on an individual basis.

Department Core Competencies

In addition to the role specific competencies, there are four, department core competencies that all employees are expected to successfully achieve. These are:

- *Interpersonal Skills:* Builds constructive and effective relationships with internal and external customers and is committed to meeting customer needs in a timely and accurate manner. Listens actively and attentively and demonstrates an appreciation of other perspectives. Builds the appropriate rapport required to do business. Openly demonstrates an understanding of and respect for the value of co-workers' contributions to the department mission.
- *Decision-Making and Accountability:* Considers the department's vision, mission, and values in making decisions and taking actions. Identifies and considers possible alternatives before making decisions. Bases decisions on achieving desired outcomes pursuant to the departmental business plan or management direction. Uses a combination of analysis, experience, and sound judgment that results in fairness and consistency, while being

accountable for actions. When serious ethical issues are at stake, takes all necessary actions.

- *Commitment to Continuous Improvement:* Ability and willingness to continually seek greater efficiency in agency programs, is results driven, and meets changing requirements in work or direction. Adapts to changing conditions and work responsibilities. Accepts constructive criticism and suggestions and uses them to improve performance.
- *Personal and Work Ethics:* Creates own measures of excellence, and practices what he/she promotes. Sets goals that provide challenges and measures goal attainment regularly. Displays a contagious optimism about the work to be done. Goes beyond traditional ways to address issues despite obstacles or resistance. Is able to generate ideas, fresh perspectives, and original approaches and engages in open-minded thinking. Employs strategies to promote ideas and proposals to increase probability of acceptance. Mentors others to improve the performance necessary to achieve success. Reflects a belief that the results achieved are a direct result of his/her personal decisions and actions.

Grade Levels

Each grade level lists the essential duties that describe work performed 50 percent or more of the time (predominant work). Established work plans identify day-to-day tasks.

Grade 13

Predominant/Essential Duties

- Research, develop, and disseminate current and/or critical information to internal and external customers.
- Develop and implement programs that foster positive contact with the department, create a favorable perception of the department, and actively involve customers in the decision-making process.
- Provide communication counsel by advising the department in developing communication systems and networks, making recommendations to solve communication problems, and dealing with crisis communication situations.
- Initiate and maintain effective relationships with internal and/or external customers to meet their informational and communication needs.
- Arrange publicity events and press conferences and coordinate attendance of government officials, department representatives, and media.
- Develop and implement guidelines and standards for department presentations, publications, forms, and correspondence.
- Review and edit key department documents (publications, documents and correspondence) for appropriate content, language, format graphic design, and adherence to the department's vision.
- Implement the Communication Strategy Plan.

Grade 14

Predominant/Essential Duties

- Determine priority and appropriateness of information to target audience and best method(s) of delivery.
- Manage communication activities by creating strategic communication plans, drafting and/or developing department policies and procedures, and recommending new department information services.

- Serve as business manager of the department's Internet and/or Intranet site by organizing, expanding, updating information, and overseeing web site development and implementation.
- Coordinate and develop the Communication Strategy Plan.

Competencies and Degrees of Proficiency

The Competency/Proficiency Chart identifies the role specific competencies, degrees of proficiency, and guidance required for each grade level. Role specific competencies describe the knowledge, skills, and abilities required to perform the essential duties. The degrees of proficiency indicate the difficulty and/or complexity level of the tasks and assignments.

Competency/Proficiency Chart - Communication Officer Role

Competencies	Grade 13 Minimal Guidance	Grade 14 Independently
Proactively focus efforts and energy on successfully attaining goals and objectives, assuming accountability for decisions, action and results. Follow issues through to completion.	B	C
Demonstrated ability to think creatively and recommend innovative solutions.	B	C
Demonstrated professional public speaking skills.	B	C
Demonstrated ability to provide timely and effective written, oral, and interpersonal communication.	C	C
Demonstrated knowledge and skill of word processing, spreadsheet, database, and software applications/programs relative to the role.	B	C
Demonstrated knowledge and application of federal/state statutes, administrative rules, and state policies and procedures relative to the role.	B	B
Demonstrated knowledge of available media and its effectiveness (television, radio, newspaper, other print publications, and direct mail).	B	C
Demonstrated ability to understand a wide range of tax and revenue matters.	B	C
Demonstrated ability to maintain strict confidentiality regarding sensitive information, tax, and revenue matters.	B	C

Degree of Proficiency

A: A degree of knowledge, skill, or ability commensurate with elementary-level tasks and assignments.

B: A degree of knowledge, skill, or ability commensurate with intermediate-level tasks and assignments.

C: A degree of knowledge, skill, or ability commensurate with advanced-level tasks and assignments.

D: An advanced degree of knowledge, skill, or ability commensurate with considerable experience and the application of the competency to non-standard tasks and assignments.

E: The most advanced degree of knowledge, skill, or ability, evidencing complete mastery and understanding of the subject.